

Notice of References Cited	Applicant/Patent Hood	Application/Control No. 09/608,681	
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NON-PATENT DOCUMENTS

	Include, as applicable: Author, Title, Date, Publisher, Edition or Volume, Pertinent Pages
U	Kassing, Jay, "Profitability: Growing the bottom line", CSI, 1999, 43 pages.
V	"Canadian Bank Mines for Data-based gold", Action Items, 12/2/1997, 2 pages.
W	"Bank of Ireland Selects Compaq AlphaServers to Help Improve Profitability Management", 12/3/1998, Compaq, 2 pages.
X	"Marquis tops 300 MCIF-CRM Data Mart Clients Worldwide", 4/18/2000, 2 pages.

¹ A copy of this reference is not being furnished with this Office action. See MPEP § 707.05(a). ² Dates in MM-YYYY format are publication dates. ² Classifications may be U.S. or foreign.

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	Include, as applicable: Author, Title, Date, Publisher, Edition or Volume, Pertinent Pages
U	Middleton, Arthur, "How Profitability Analysis is used in Financial Services Marketing", date unknown, 3 pages.
V	
W	
X	

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